

Faith integration

[Business](#), [Marketing](#)



Faith integration Marketing management occurs when an individual charged with the duty of directing business activities and resources attain the desired responses by taking the necessary marketing steps within the organization (Ratter, 2012). Marketing management may also encompass all the activities that help in availing products and services to the market. The scripture from the book of Joshua relates to marketing management in many ways. For instance, the verse can be dissected from the marketing perspective into encouragement, command, God's protection and assurance.

Today, marketing management is more than the delivery of goods and services to customers. It is the science and art of effectively selecting target markets, maintain and growing customers base by developing, availing and communicating greater customer value (Kotler & Keller, 2012). Thus, the verse correlates to the marketing management principles in a way. The verse gives an assurance to the Israelites whom may be considered as the customers. Joshua is the individual who is developing and delivering to them through communicating the value attached to God's Promised Land. Joshua was informed that there was an assurance of victory. Likewise in marketing management perspective, there is an assurance of market target and growing customer base through effectively obeying and applying accepted marketing principles. For instance, marketing management should be ethical and never apply malpractices.

The book of Joshua talks of, " Do not be terrified, do not be discouraged". Through analysis, God gives encouragement and hope to the Israelites that He won't forsake them as long as they trust in Him (Spence, 2013). This particular part of the Scripture echoes to marketing management to be

hopeful despite the dynamic business environment that they operate. The dynamic business environment that marketers operate is full of competition and unethical practices, and as such, the verse prepares marketing managers in the world full of intimidation (Sites, et al., 2009). From a religious point of view, the marketing management is required to translate this statement to be a motivation from God, and use the energy to propel the company to a profitable level.

Other qualities of marketing management include developing plans, capturing insights, building the brand, shaping the market offerings, and creating Long-Term growth. These tasks also pertain to what Joshua had to do. For example, Joshua had to develop a proper plan in the best way possible to attack Jericho. Likewise, Joshua's connection with the Israelites made them trust him more and through him be assured of God's protection has the verse states. Through analysis, God's protection has no boundary, and when He indicated, " for the LORD your God will be with you wherever you go". God is implying that His guidance is all that marketers need so as to accomplish overall organizational goals. Likewise, all that marketing management need is acknowledging God's presence and His guidance in all their daily operations.

In conclusion and as exemplified in the paper, marketing management has today become very dynamic due to the competitive environment that businesses operate. The bible scripture from the book of Joshua thus relates to marketing management in many aspects as it offers guidance and hope in this dynamic business environment to enhance profitability.

References

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